

ABSTRACT OF THE DISCLOSURE

Disclosed is a system and method that tracks the usage of rented digital assets. A server includes an asset database that stores a digital asset, the title of the digital asset, and a server usage count for the digital asset. The computing device stores a rented digital asset and further stores an asset usage count list that includes the title of the rented digital asset and a usage count that indicates the amount of usage of the rented digital asset by the computing device. The server uploads the asset usage count list from the computing device and matches the title of the rented digital asset from the asset usage count list with the title of the same digital asset stored in the asset database. Further, the server adds the usage count of the rented digital asset to the server usage count for the digital asset in the asset database.